

Mansi Laad

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Cross-Platform Software Developer with **4+ years** of experience building scalable, high-performance **mobile and web applications, as well as SDKs**, with prior experience **leading a team**. Proven ability to deliver production-ready solutions across multiple platforms, with a strong focus on quality, performance, and **continuous learning**.

SKILLS

- **Programming Languages:** Swift, JavaScript, HTML5 , CSS3 and familiar with C++, NodeJS and MySQL.
- **Libraries & Framework:** SwiftUI, React JS, React Native, React Native tvOS, Nextjs, AVFoundation and familiar with Redux.
- **Tools:** Git, Visual Studio Code, Xcode, GITHUB, Postman and Android Studio.

PROFESSIONAL EXPERIENCE

RAW ENGINEERING PVT LTD, *Application Engineer* ↗

04/2025 – Present | Mumbai

- **Dynamic Theming:** Developed **JSON-driven UI theming** runtime theme changes without code changes.
- Implemented **dynamic view mapping** for personalized home screens & flexible content placement via **Screenmapper SDK**.
- Integrated **Gimbal APIs** for location-based personalization and delivered key features including **Live Activities** with **Dynamic Island, Blaze SDK**, and Trail End Screens, ensuring timely delivery of tasks and improving user engagement.
- Adapted quickly to complex architectures, including **single codebase, flavor-based apps, screen mapping systems, and component SDKs**, contributing across **app, component, and SDK layers**.

TRAVELXP 4K | HD, *Frontend Developer* ↗

03/2022 – 03/2025 | Mumbai

Apple TV Application Launch (Team Lead) ↗

- Successfully launched the full-fledged **first ever Travelxp Apple TV application**, initially using **ReactNativeTVOS** & later with SwiftUI as the primary tech stack, with a strong focus on **Apple TV's focus engine** to ensure smooth remote-based navigation.
- Encompasses a comprehensive range of features, including **Custom Player, Auto Login, user authentication, show streaming, In-APP Purchase** for seamless **subscription management** and payment processing.
- Integrated analytics tools for monitoring user engagement and behavior and incorporated bug tracking tools like **RudderStack, WebEngage, Amplitude, Bugsnag & Sentry** to enhance the app's stability and performance.

iOS App Development in SwiftUI (Team Lead)

- Developed a comprehensive **iOS app from scratch in SwiftUI**, featuring an **OTT section with a Player, search, HLS video steaming, watchlist, and continue watching**, along with **flight, hotel, and holiday booking, subscription purchase, user signup, Navigation Architecture and payment integration Juspay & Stripe**.

- Expertise in **Deeplinking, application Architecture, Analytics, LazyLoad , Asynchronous Rendering Techniques, Push Notifications, MMVM architecture, Persistent data management, SPM, Cocoapods**, Third party API Integration, ATT and IAP.

Leadership and Team Collaboration

- Effectively collaborated with junior developers and product team meeting key milestones and delivery dates, and demonstrating **strong teamwork**.

App Store and Play Store Proficiency - Android and iOS Deployment

- Successfully navigated App Store and Play Store submission and approval processes, ensuring seamless deployment of apps.

Cross-Platform Maintenance, Enhancement Bug Fixes

- Diverse Platforms: Maintained apps on mobile (**iOS, Android**), web smart TVs (**Android TV, Mi TV, Fire TV**).
- Codebase Optimization: Refactored codebase for structure readability, kept dependencies, libraries up-to-date.
- Bug Fixes Maintenance: Addressed issues, ensured app stability across platforms for uninterrupted user experience.

OTT Product(Mobile App, TABLET, TV App and Web)

- Led a successful cross-platform redesign of the company's **OTT product**, incorporating **new features**, revamped subscription, profile, booking sections and addressing minor bugs to enhance user experience. Collaborated closely with UI/UX designers, developers, and QA engineers, ensuring key milestones.

GENPACT HEADSTRONG CAPITAL MARKET, *UI Developer* ↗

07/2021 – 02/2022 | Bangalore, Karnataka

Training on **Angular** and **Javascript**.

INCLUZONE, *Software Engineering Intern*

12/2020 – 06/2021 | Mumbai

- Created a **internal web application from scratch** featuring **JWT authentication, RESTful APIs, and CRUD operations**.
- Designed and implemented both **frontend** and **backend** components, delivering a user-friendly and secure dashboard.

EDUCATION

RGPV, *B.Tech CSE (8.96 CGPA)*

07/2017 – 05/2021